

THE  
BEST  
STRATEGY  
THINKERS  
IN THE  
WORLD

THINKERS  
50

AFRICA  
STRATEGY  
EXECUTION  
CONFERENCE

THE MOST  
INSIGHTFUL  
CONFERENCE  
FOR AFRICAN  
BUSINESS  
LEADERS



Gain dynamic knowledge from three of the best strategy thinkers in the world: INSEAD Professor **Renée Mauborgne**, Innovation expert **Alex Osterwalder** and Harvard Professor **Robert S. Kaplan**.

They will be joined by the **most influential CEOs** who will share their experiences on the field in navigating strategic complexities and innovation challenges.

**Learn, network and achieve exceptional results** for your organisation with the latest frameworks and methodologies in Innovation and Strategy Execution.



## RENÉE MAUBORGNE

*INSEAD professor*

*Co-author of the Blue Ocean Strategy*

Renée Mauborgne is **#1 Management Thinkers in the World**.

She is the first woman ever to secure the top spot on the Thinkers50 list of global thought leaders.

Renée Mauborgne was also named among the world's **top 5 best business school professors by MBA Rankings**.

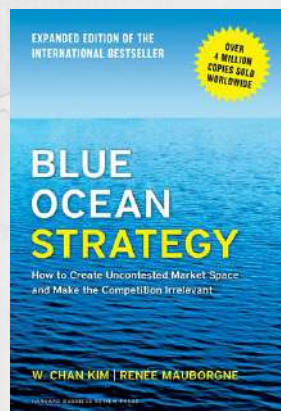
Renée is Professor of Strategy at INSEAD and she is the co-author of the **4 million global bestseller Blue Ocean Strategy**. The Financial Times called it "one of the bestselling business books of the century" and The Economist called it "the most successful book on business master-planning".

Her presence at the 2021 ASEC conference is a unique opportunity to gain knowledge from the **tools and learnings she has developed on Strategy Definition, Innovation and Market positioning**.

THINKERS  
50

# 1

Management  
Thinker in the  
World





**ALEX OSTERWALDER**

*Innovation Expert*

*Co-author of Business Model Generation*

Alex is one of the world’s most influential innovation experts, a leading author, entrepreneur, and in-demand speaker whose work has changed the way established companies do business and how new ventures get started.



**Ranked No. 4 of the top 50 management thinkers worldwide,**

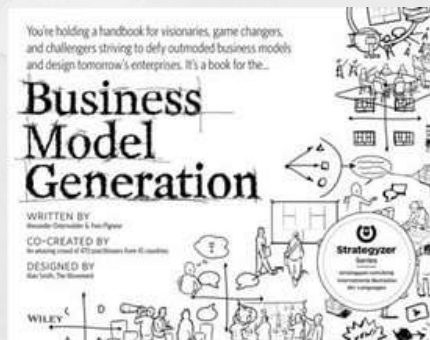
Osterwalder is known for simplifying the strategy development process and turning complex concepts into digestible visual models. Together with Yves Pigneur, he invented the **Business Model Canvas**, **Value Proposition Canvas**, and **Business Portfolio Map** – practical tools that are trusted by millions of business practitioners from leading global companies.

**#4**

Management Thinker in the World

His books include the international bestseller Business Model Generation, Value Proposition Design, Testing Business Ideas, The Invincible Company, and the recently launched High-Impact Tools for Teams.

His presence at the 2021 ASEC conference is a unique opportunity to **gain knowledge from the tools and learnings he has developed on Business model, Strategy and Innovation.**





**ROBERT S. KAPLAN**

*Co-creator of the Balanced Scorecard  
Harvard Business School Professor*

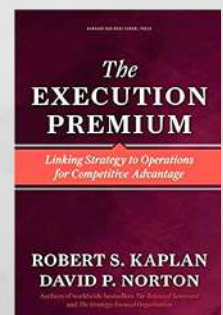
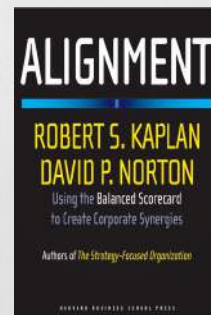
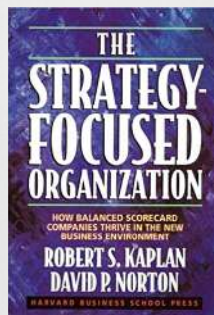
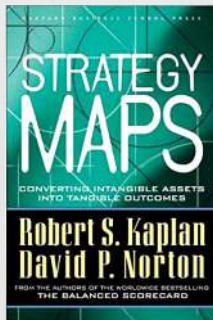
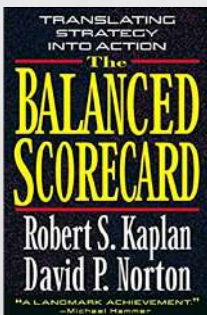
Robert S. Kaplan is **Senior Fellow and Marvin Bower Professor of Leadership Development, Emeritus at the Harvard Business School.**

Kaplan’s research, Executive Education teaching, and consulting focus on **linking cost and performance management systems to strategy implementation.**

Kaplan was co-developer of both **activity-based costing** and the **Balanced Scorecard**. He has authored or co-authored 14 books and more than 150 papers including 2 in the Harvard Business Review.

Elected to the Accounting Hall of Fame in 2006, Kaplan received the Lifetime Contribution Award for Distinguished Contributions to Advancing the Management Accounting Profession from the Institute of Management Accountants in 2008, and the Lifetime Contribution Award from the Management Accounting Section of the American Accounting Association (AAA) in 2006. He received the Outstanding Accounting Educator Award in 1988 from the AAA, the 1994 CIMA Award from the Chartered Institute of Management Accountants (UK) for “Outstanding Contributions to the Accountancy Profession,” and the 2001 Distinguished Service Award from the Institute of Management Accountants (IMA) for contributions to the practice and academic community. The Financial Times included him in its list of **Top 25 Business Thinkers**.

His presence at the 2021 ASEC conference is a unique opportunity to **gain knowledge from the tools and processes related with robust strategy execution and strategy monitoring.**





**SIM TSHABALALA**

Chief Executive Officer  
*Standard Bank*



**SABINE DALL'OMO**

Chief Executive Officer  
*Siemens Southern and Eastern Africa*



**ADRIAN GORE**

Chief Executive Officer and  
Founder *Discovery Group*



**TAURIQ KERAAN**

Chief Executive Officer  
*TymeBank*



**NYIMPINI MABUNDA**

Chief Executive Officer at  
*General Electric - Southern Africa*



**WERNER KAPP**

Chief Executive Officer  
at *Dimension Data MEA*



**FERNANDO BAZ**

Managing Director at  
*Stratexe consulting*



**DR MORENA MAKHOANA**

Chief Executive Officer  
at *BioVac*



**NICK JAKSON**

Managing Director at  
*RES Corporation*



**KATLEGO MAPHAI**

Chief Executive Officer at  
*Yoco*



**ANAEL GRANOUX**

Managing Director at  
*Stratexe consulting*



**DOUGLAS CRAIGIE STEVENSON**

Chief Executive Officer  
at *Cell C*

**DAY 1 - 21 OCTOBER**

08:30 - 09:00

WELCOME

09:00 - 09:30

ADRIAN GORE: CEO and Founder at Discovery Group

Topic: Executing the innovation mindset

09:30 - 10:00

FERNANDO BAZ: Expert in Strategy Execution

Topic: A new framework for Innovation

10:00 - 10:30

SIM TSHABALALA: CEO at Standard Bank

Topic: The Standard Bank Approach to Strategy Execution

10:30 - 11:00

NETWORKING BREAK:

Meet and greet your industry peers. Take a chance to talk to the speakers and panellists.

11:00 - 12:30

**ALEX OSTERWALDER: Keynote Speaker****Topic: Gain knowledge from the latest tools and learnings he has developed on Business Model, Strategy and Innovation**

12:30 - 13:00

NETWORKING BREAK:

Continue to chat with your colleagues

13:00 - 14:00

CEO PANEL

Topic: How to develop and implement innovation in the EMEA region

14:00 - 15:30

**RENÉE MAUBORGNE: Keynote Speaker****Topic: Gain knowledge from the tools and learnings she has developed on Blue Ocean Strategy, Innovation and Market positioning****DAY 2 - 22 OCTOBER**

08:30 - 09:00

WELCOME

09:00 - 09:30

BRUNO OLIERHOEK: Chairman and Managing Director at Nestlé East and Southern Africa

Topic: Insights and learnings about Nestlé strategy execution process in Africa

09:30 - 10:00

ANAEL GRANOUX: Expert in Strategy Execution

Topic: Making everyone row in the same direction through *Strategy Communication*

10:00 - 10:30

DOUGLAS CRAIGIE STEVENSON: CEO at Cell C

10:30 - 11:00

NETWORKING BREAK:

Discuss about strategy and innovation with your colleagues and chat with strategy experts in the room

11:00 - 12:00

CEO PANEL

Topic: The latest tools and methods used by CEOs to ensure an efficient Strategy Execution

12:00 - 12:30

NYIMPINI MABUNDA: CEO for General Electric Southern Africa

Topic: How to ensure both Strategy Global Alignment &amp; Local Execution

12:30 - 13:00

NETWORKING BREAK:

Network with other Executives, Board Members and Decision Makers

13:00 - 14:00

WERNER KAPP: CEO at Dimension Data MEA

Topic: Build Strategy Execution as a Core Competency

14:00 - 15:30

**ROBERT S. KAPLAN: Keynote Speaker****Topic: Latest insights, tools and processes about strategy management, performance management and strategy execution, with a special focus on Triple Bottom Line and ESG Performance**

THE  
BEST  
STRATEGY  
THINKERS  
IN THE  
WORLD

THINKERS

50

AFRICA  
STRATEGY  
EXECUTION  
CONFERENCE

**INDIVIDUAL TICKET**

**R 6950,00**

*SECURE YOUR SEAT  
NOW!*

**MORE INFORMATION AND BOOKING:  
[WWW.AFRICASTRATEGY.CO.ZA](http://WWW.AFRICASTRATEGY.CO.ZA)**

21 & 22 OCTOBER 2021 | [WWW.AFRICASTRATEGY.CO.ZA](http://WWW.AFRICASTRATEGY.CO.ZA)